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SPECIAL EVERGREEN PRICE LIST

A Combination planting of both Evergreens and Shrubs will give a much better effect around the front of a residence than a solid planting of Evergreens.

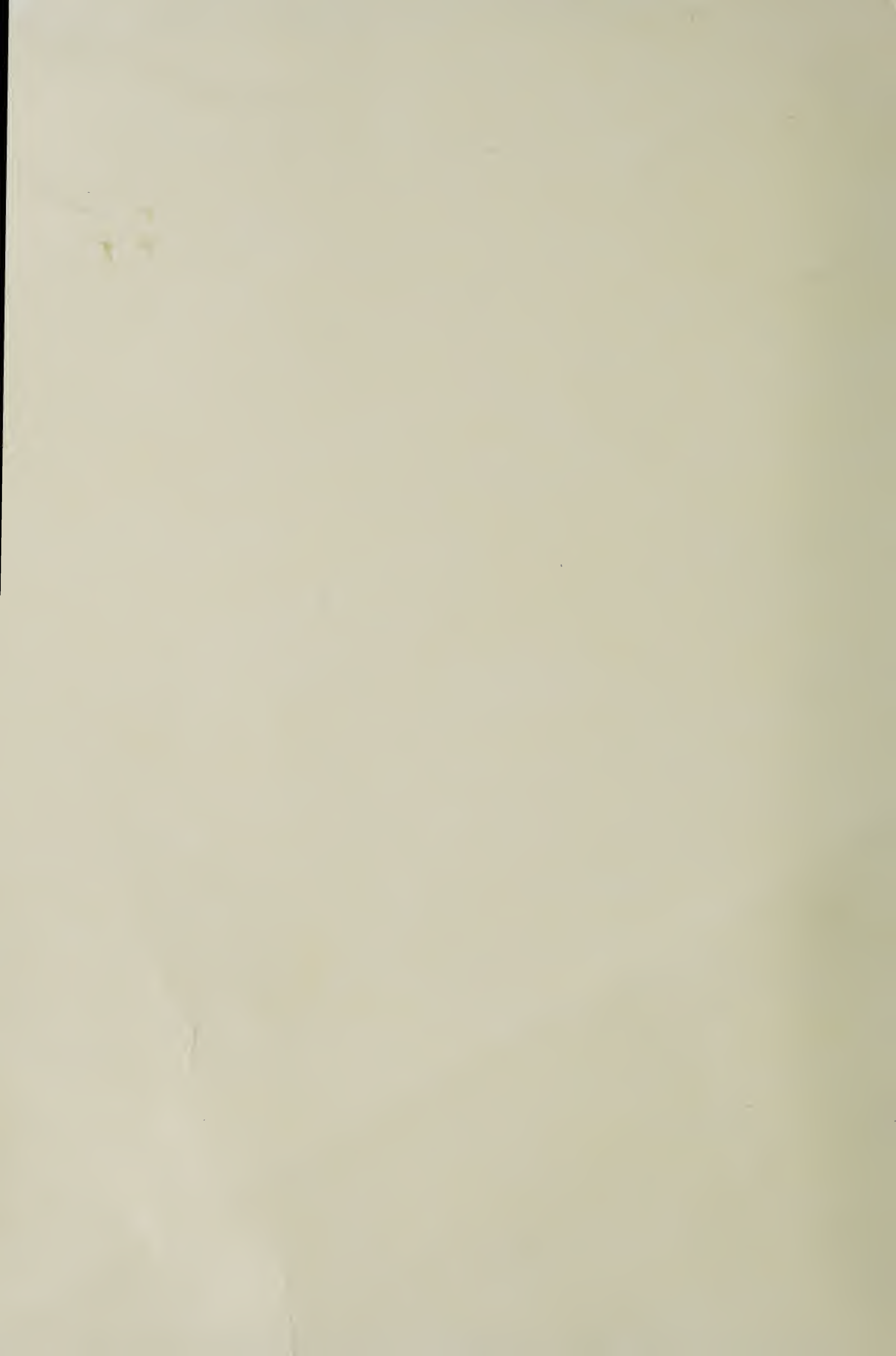
A planting of Flowering Shrubs, Climbing Roses and Lawn Trees with the addition possibly of low growing bright colored Perennials in front of the Shrubs is smart, modern landscaping. Best of all it is far less expensive. Such a planting will show a change of color in bloom as the seasons change and lend a note of cheer and beauty which will be in line with the newest style trend in Home Landscaping and far more pleasing than complete Evergreen planting.

Therefore, we do not recommend a planting that consists of Evergreens only.

PRICE LIST G



[Western Maine Forestry Nursery
Fryeburg, Maine]



Evergreen Price List

COMPACT – SHAPELY – LOW GROWING – SPECIMEN – SUPERIOR PROPAGATED EVERGREENS

Be Sure To Write Exact Sizes as Specified On Each Order To Avoid Errors In Filling Orders.

(Example: 2—18 to 24 inch American Arbor Vitae.....\$4.50)

*Varieties Recommended for Rock Gardens

Arbor Vitae American	Each	Canadian Hemlock	Each	*Japanese Yew (Taxus Cuspidata Spreading)	Each	Retinospora Aurea (Golden Plume Cypress)	Each
12 to 18 in.....	\$1.95	Fine for shady locations		Fine for shady locations		18 to 24 in.....	2.95
18 to 24 in.....	2.25	18 to 24 in.....	\$3.95	12 to 15 in.....	\$3.90	2 to 2½ ft.....	3.95
2 to 2½ ft.....	2.95	2 to 3 ft.....	4.95	15 to 18 in.....	4.90		
2½ to 3 ft.....	3.95	3 to 4 ft.....	5.95				
3 to 3½ ft.....	4.95			Japanese Yew (Taxus Capitata upright growing)		Spruce, Black Hills	
		Douglas Fir		Fine for shady locations		18 to 24 in.....	\$3.00
Arbor Vitae Globosa		18 to 24 in.....	3.75	15 to 18 in.....	4.45	2 to 3 ft.....	4.25
12 to 15 in.....	2.25	2 to 3 ft.....	4.75	18 to 24 in.....	5.45		
15 to 18 in.....	2.95					Spruce Colorado Blue	
18 to 24 in.....	3.75	Concolor Fir		Pine Austrian		15 to 18 in.....	5.90
		18 to 24 in.....	7.60	2 to 2½ ft.....	4.90	18 to 24 in.....	6.95
Arbor Vitae Golden (Douglasi)				*Pine Mugho (Dwarf)		2 to 3 ft.....	8.45
18 to 24 in.....	3.45	Juniper Virginiana (Red Cedar)		12 to 15 in.....	3.95	Spruce, Kosters Blue	
		2 to 3 ft.....	3.75	15 to 18 in.....	4.95	15 to 18 in.....	7.90
Arbor Vitae Pyramidal						18 to 24 in.....	9.90
18 to 24 in.....	3.25	Juniper Virginiana Glauca (Silver Red Cedar)		Pine Scotch			
2 to 2½ ft.....	3.95	2 to 2½ ft.....	6.45	2 to 3 ft.....	3.75	Spruce, Norway	
2½ to 3 ft.....	4.95					12 to 18 in.....	1.50
3 to 3½ ft.....	6.25	Juniper Savin's (Spreading)		Retinospora Plumosa (Plume Cypress)		18 to 24 in.....	2.45
3½ to 4 ft.....	7.45	12 to 15 in.....	3.45	18 to 24 in.....	2.95	2 to 2½ ft.....	3.45
		15 to 18 in.....	3.95	2 to 2½ ft.....	3.95		
Arbor Vitae Siberian (Wareana)							
18 to 24 in.....	2.95	Juniper Irish		Azalea, Calendulacca, Brick Red Orange Flowers		Rhododendron, Carolinianum, Bright Pink Flowers	
2 to 2½ ft.....	3.95	2 to 2½ ft.....	3.65	1 to 2 ft.....	\$2.95	1 to 2 ft.....	\$3.75
		2½ to 3 ft.....	4.65	2 to 3 ft.....	3.95	2 to 3 ft.....	4.75
Arbor Vitae Tom Thumb (Ellwangeriana)							
12 to 15 in.....	2.95	Juniper Pfitzer (Spreading)		Rhododendron Catawbiense, Rosy Purple Flowers		Mountain Laurel, (Kalmia Latifolia) Rose Colored Flowers	
15 to 18 in.....	3.95	18 to 24 in.....	5.65	1 to 2 ft.....	3.75	1 to 2 ft.....	3.75
		2 to 2½ ft.....	6.95	2 to 3 ft.....	4.75	2 to 3 ft.....	4.75

TEAR OFF HERE

FIFTEEN PERCENT COMMISSION PAID ON EVERGREENS

We do not recommend landscaping with Evergreens. Your chances of obtaining an order will be far greater if you suggest a planting of Flowering Shrubs, Vines, Climbing Roses and Ornamental Lawn Trees.

It is impossible to quote lower prices on Evergreens because the cost of handling, packing and shipping them is exceptionally heavy. Evergreens, as you know, have a resinous root system which cannot be exposed to the air for any length of time, as the resin in the root will harden and the Evergreen will not live. It is necessary therefore, to protect the root system with a large heavy ball of earth, wrapped in burlap. Frankly, in many cases the cost of packing and transportation due to the weight of this heavy ball of earth amounts to considerably more than the cost of propagating the Evergreen itself. This is a condition which holds true only in the case of Evergreens and not other classes of stock.

To enable you to supply your customers with fine quality, shapely Evergreens, we have cut our prices of Evergreens to the bone. We handle Evergreens on a very small margin of profit, as an accommodation to our customers, for we realize that there are occasions when it is necessary for you to book a few Evergreens along with other items of stock.

The rate of commission allowed on Evergreen orders, has been fixed at 15%. It is decidedly to your advantage therefore to talk up other kinds of stock instead of Evergreens and get paid your full rate of commission.

To increase your earnings, we urge you to point out to your prospect that the latest style in Home Landscaping consists of a planting of Flowering Shrubs, Vines, Lawn Trees and Climbing Roses, and in many cases bright-flowering, low-growing Perennials (planted in front of the Flowering Shrubs). Should Evergreens be used in such a planting, Landscape Authorities recommend a very limited number only. This is a style trend away from the dull monotony of dark green unrelieved by bright colors which has become so tiresome in recent years where house after house has been planted entirely with Evergreens.

Evergreens may be included with other items of stock on the same order blank and we will figure your commission accordingly. You may assure your customer that all Evergreens ordered through you will be fine selected specimens, balled and burlapped, and covered by our liberal free replacement guarantee.

OUR QUALITY . . IS SURE TO PLEASE YOU

The wise home-owner wants only slow-growing, dwarf-type Evergreens that grow full and bushy and do not require removal a few years after planting.

When so-called "Cheap Evergreens" are planted, the unfortunate home-owner finds after a few short years that his grounds are disfigured with tall, unsightly, ill-shaped large trees instead of the compact, shapely, low-growing specimens a Superior Quality Planting will insure.

To propagate Superior Quality Evergreens, the kind that will surely please the most particular customer, a painstaking slow process requiring years of labor and experience, of root pruning, top clipping, and leader removal is necessary. Such propagation methods are naturally expensive but result in the production of fine compact Evergreens, the kind everyone wants. For that reason a home landscape planting consisting entirely of Evergreens calls for a greater investment than a planting of Flowering Shrubs.

Evergreens are quoted only at these Special Advertising prices, even when but one Evergreen is wanted.

TO OUR SALESMEN

These special low prices are made to help YOU make money. They will not only help you get Evergreen orders, but you will sell many additional orders for other stock with them. With these Special Evergreen Prices it is easy to build up a nice order for Shrubs, etc., at regular prices and full commission which will increase your earnings heavily.

While the commission rate on Evergreens is smaller, at the same time it will be more than offset by the increased sales you will make of other stock at full commission. Use your Evergreen Prices simply as a stepping stone to the sale of other stock.

TEAR OFF HERE

A word about large size Evergreens. Experience has shown that when an attempt is made to transplant Evergreens of sizes larger than those listed herewith, there is great danger of failure. The sizes we offer are the sizes we recommend for successful transplanting. Evergreens do not transplant as readily as other classes of nursery stock due to the nature of the root system and to the fact that it is impossible to grow a root system large enough in size to entirely balance the top, as Evergreens do not lend themselves readily to top pruning the same as other classes of nursery stock. Therefore, we do not grow, recommend, or offer for sale any larger sizes than those shown on this list.